

**Project: Federal Excise Taxes (FET)**

**I. Develop Press Package for FET**

**Summary:** Modular press/information packages to be tailored for different audiences.

**Status:**

- o Potential audiences and messages identified
- o Already existing materials being submitted to B-M and group members for consideration as package elements.
- o B-M collecting and cataloging submissions.
- o In developing/disseminating economic impact numbers, use TI numbers from Price Waterhouse study.
- o Publicize Price Waterhouse study in all 50 states through government relations/field coordinators
  - a) do state-specific media advisories w/ spokespersons (e.g., business groups, smokers rights group heads) prepared to respond to media inquiries
  - b) Consider events in top 10 impact states and southeast states; try to get heavy hitters (e.g., chambers of commerce, unions, retailers)
  - c) Use radio actualities
- o Before May 1, prepare kit for governors of southern states which are hardest hit to include message points, economic data.

**II. Develop Comprehensive LTEs Program to support FET Objectives**

**Summary:** Proactive and reactive LTEs being developed for use at hometown (district) newspapers of key legislators, with ccs to those legislators and certain appointed officials.

**Status:**

- o B-M has begun identifying media (including newspapers, TV and radio). Prototype includes NC delegation and House Ways and Means committee members. Now expanding list to include top 100 newspapers and state capital media.
- o PH/RJR will ascertain particular interests of legislators (i.e., what tone will make him/her responsive)
- o PH/RJR drafting proactive LTEs (25 each -- 10 retailers/15 smokers) for pool
- o PH/RJR to identify authors for both proactive and reactive letters by category

**XII. Develop Speakers Bureau**

**Summary:** Design a 50-state speakers program and place identified spokespersons in local markets designed to attract some press attention.

**Status:**

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- o B-M preparing memo/guidelines on identifying potential speaking forums and making contacts.

- o PH/RJR preparing 3 draft speeches each (at least one slide supported)

- o PH/RJR to send memos to field coordinators/government affairs people asking them to: monitor local media; discuss their involvement in local groups that might present speaking forum; provide materials; suggest good spokespersons.

- o PH try to identify speakers through Roy Marden.

#### IV. Educate Newspaper Opinion Creators via a Series of Editorial Board Meetings

Summary: Focus on hometown (district) newspapers of key legislators (well-crafted letters w/good package) and some bigger newspapers (use heavy hitters). Potential authors include local business/labor, fiscal experts, smoker activists.

Status:

- o B-M has prepared prototype media list and is expanding to include top 100 newspapers and state capitals media.

- o PH/RJR talk to field coordinators/government affairs to determine potential authors, set up media training. Focus on big papers in Southeast. Use heavy hitters for major nationals.

- o Develop leave-behinds for local newspapers re: impact on individual states and the general unfairness of financing health-care reform with cigarette tax.

#### V. Establish a Presence on Selected Radio Talk Shows in Order to Further FET Objectives

Summary: Reinforce "press" efforts with national and local radio talk show opportunities. Expert third parties and media trained activists will be principal participants.

Status:

- o B-M has prepared prototype list and is expanding to include state capitals.

- o PH/RJR contact government affairs to identify appropriate topics/spokespersons.

#### VI. Develop Comprehensive Op-ed Program to Support FET Objectives

Summary: a) Focus on proactive op-ed placement in selected hometown newspapers of key legislators, with ccs to those legislators, certain appointed officials; and b) develop defensive op-eds for response to negative editorials.

Status:

- o B-M has prepared prototype media list and is expanding to include top

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100 newspapers and state capitals.

o PM/RJR each drafting 6 op-eds and message points and 6-10 LREs to support op-eds.

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